

MCSREV.WK3

1994 COUNTRY STORE PRINT PLAN
(PLACEMENT OF ACCORDION UNIT IN ALL MAGAZINES)

TITLE	CIRC.	REQ #	COSTS
	JUNE ISSUE TOTAL U.S. SUBS (M) ***		ACTUAL INSERT COST
AUTOMOBILE	500	625	\$103,507
BASSMASTER	570	590	\$71,367
CAR CRAFT	257	355	\$60,780
CAR & DRIVER	950	980	\$112,813
CIRCLE TRACK	91	105	\$16,890
COSMOPOLITAN	652	667	\$37,564
COUNTRY AMERICA	1100	1147	\$103,500 + 20,000 (5.8) = 123,500
CYCLE WORLD	275	285	\$56,983
DETAILS	758	758 **	\$81,060
DIRT RIDER	130	115	\$24,950
ENTERT. WEEKLY	1140	1216	\$142,003
FIELD & STREAM	349	401	\$75,000
FOUR WHEELER	181	205	\$30,247
GQ	342	368	\$62,770
HOT ROD	626	735	\$122,005
HUNTING	282	330	\$57,060
INSIDE SPORTS	562	562	\$76,115
INTERVIEW	115	120	\$80,850
MOTOR TREND	767	820	\$172,725
MOTORCYCLIST	169	175	\$41,165
OMNI	544	625	\$108,471
OUTDOOR LIFE	236	271	\$75,000
PENTHOUSE	2397	2500 **	\$154,122
PEOPLE	3453	4292 **	\$483,198
PET 4-WHEEL	202	255	\$40,930
PLAYBOY	2700	3000	\$287,435
POP HOT RODDING	102	107	\$16,220
POP MECHANICS	1400	1500	\$171,052
ROAD & TRACK	700	725	\$85,835
ROLLING STONE	1040	1100	\$127,756
SPIN	257	300	\$83,450
SPORT	600	675	\$128,625
SPORT TRUCK	118	125	\$17,080
SPORTS ILLUSTRATED	3400	3671	\$525,395
	26965	29706	\$3,833,923

Time Warner Select Bind.

** FULL CIRCULATION BUY

*** BASED ON PUBLICATION'S SUBMITTED PROPOSALS

Cost to Change
Based on - ne. g
3990,923
Without Approval
Rate
Etc

2042815855